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ACCOUNTING INFORMATION

| EVENT ID | TIME AND DATE | AMOUNT | BALANCE | COMMUNICATION PARTNER | REASON |
|------------|---------------|--------|---------|--------------------------|-----------|
| E325V3124 | 200212091805 | 2000 | 2000 | TK3265 | CH0100241 |
| D324V0159 | 200212100952 | -500 | 1500 | KB300213 | DL09EG012 |
| U5642K9012 | 200212101935 | 100 | 1600 | KX100241 | UL09MM020 |
| E333V5936 | 200212111946 | -1000 | 600 | TK3265 | PC10EY024 |
| | . | | | | |
| | . | | | | |

FIG.12A

HISTORY

| EVENT ID | TIME AND DATE | EVENT | COMMUNICATION PARTNER | ITEM | LINK |
|-----------|---------------|-------|--------------------------|---------|-----------|
| Z201F302J | 200212100852 | DL | FH202238 | 03MA004 | E325V3142 |
| Z201K002L | 200212101935 | UL | KB300213 | 06YK025 | D324V0159 |
| Z201K935M | 200212111946 | PC | TK3265 | 10EY024 | E333V5936 |
| E333V5936 | 200212111946 | CH | TK1862 | - | PC10024 |
| | . | | | | |
| | . | | | | |

FIG.12B

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<LIVE BROADCASTING CONTENTS REGISTRATION TABLE>

| SPONSOR NAME | DATE | VENUE NAME | DISTRIBUTION PROVIDER | : |
|--------------|-------|---------------|-----------------------|---|
| ABC | ymmdd | S PUBLIC HALL | R PROVIDER | : |
| XYZ | ymmdd | N HALL | M DISTRIBUTION CENTER | : |
| : | : | : | : | : |

FIG.17A

<VENUE INFORMATION TABLE>

| VENUE NAME | CAPACITY | THE NUMBER OF CAMERAS | ACOUSTIC INFORMATION | : |
|---------------|--------------|-----------------------|----------------------|---|
| S PUBLIC HALL | 600 PERSONS | 10 CAMERAS | ** * | : |
| N HALL | 1500 PERSONS | 15 CAMERAS | ** * | : |
| : | : | : | : | : |

FIG.17B

<DISTRIBUTION INFORMATION TABLE>

| SERVER NAME | PERFORMANCE | LINK | SPEED | : |
|-------------|-------------|------|-------|---|
| AA COMPANY | ** * | ** * | ** * | : |
| BB COMPANY | ** * | ** * | ** * | : |
| : | : | : | : | : |

FIG.17C

<SPONSOR INFORMATION TABLE>

| SPONSOR NAME | PAST PERFORMANCE STATE | CONTENT'S DL STATE | SEARCHING RESULT | REMAINING DAY LEFT BEFORE OPENING | : |
|--------------|------------------------|--------------------|------------------|-----------------------------------|---|
| ABD | CAPACITY 100% | 100 TIMES/DAY | 12000 HITS | 90 DAYS | : |
| | CAPACITY 95% | 120 TIMES/DAY | 15000 HITS | 30 DAYS | : |
| : | : | : | : | : | : |

FIG.17D

<PATTERN INFORMATION TABLE>

| IMAGE PATTERN | PATTERN | EFFECT | ZOOM | ... |
|---------------|---------|--------|------|-----|
| PATTERN A | NORMAL | NO | YES | ... |
| PATTERN B | IDEA 1 | YES | NO | ... |
| PATTERN C | IDEA 2 | YES | YES | ... |
| : | : | : | : | : |

FIG.20A

<DISTRIBUTION DESIRING PERSON INFORMATION TABLE>

| NAME OF DISTRIBUTION DESIRING PERSON | ID CODE | PRESENCE OR ABSENCE OF DESIGNATION | DESIGNATION INFORMATION | RECEPTION TIME AND DATE | DISTRIBUTION | ACCOUNTING INFORMATION | ... |
|---|---------|---------------------------------------|----------------------------|----------------------------|--------------|---------------------------|-----|
| AAA | ***** | NO | | yymmdd | PRIMARY | *** | ... |
| BBB | ***** | YES | OO MAIN | yymmdd | PRIMARY | *** | ... |
| CCC | ***** | YES | ΔΔ UP | yymmdd | PRIMARY | *** | ... |
| : | : | : | OO MAIN | : | : | : | : |
| ZZZ | ***** | YES | : | yymmdd | PRIMARY | *** | : |
| : | : | : | : | : | : | : | : |

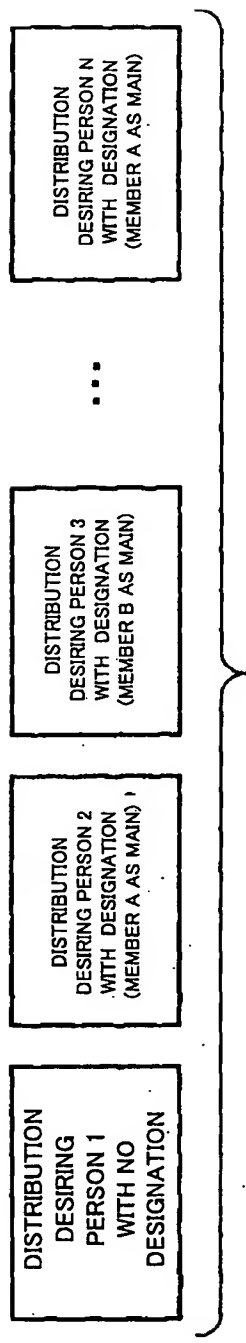
FIG.20B

<PATTERN INFORMATION TABLE>

| RANK | DESIGNATION INFORMATION | CASES | CATEGORY | ... |
|------|----------------------------|-------|-----------|-----|
| 1 | OO | 30 | PATTERN B | ... |
| 2 | ΔΔ | 20 | PATTERN C | ... |
| : | : | : | : | : |
| N | □□ | 5 | PATTERN N | ... |

FIG.20C

FIG.21A



STATISTICAL PROCESSING USING KEYWORD, CATEGORIZE

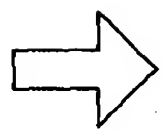


FIG.21B

ABSENCE OF DESIGNATION : 45 PERSONS
 PRESENCE OF DESIGNATION : 55 PERSONS (BREAKDOWN) DESIRING "MEMBER A" → 30 PERSONS
 DESIRING "MEMBER B" → 20 PERSONS
 DESIRING "OTHER" → 5 PERSONS

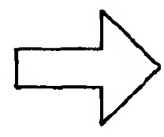


FIG.21C

ABSENCE OF DESIGNATION : 45 PERSONS + DESIRING "OTHER" 5 PERSONS → 50 PERSONS (50%)
 PRESENCE OF DESIGNATION : 50 PERSONS (BREAKDOWN) DESIRING "MEMBER A" → 30 PERSONS (30%)
 DESIRING "MEMBER B" → 20 PERSONS (20%)

